



**UNIVERSITI TEKNOLOGI MARA**

**ENT 600**

**TECHNOLOGY ENTREPRENEURSHIP**

**FANTASY**

**“SUGAR DROP”**

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## 1.0 EXECUTIVE SUMMARY

### 1.1. Brief description of the business and product concepts

Fantasy company is a partnership company that produce a candy machine. This business is located at Kuala Terengganu. The target of Fantasy company is to be number one company that produce candy machine to the industry which is Sugar Drop. The company focused in develop a good quality of the product for the customers. The customers is important to observe the satisfaction of the user for this product. Sugar Drop is the product from Fantasy company to give efficient ways to buy a candy.

The function of Sugar drop is to prevent the candy from stolen. Then, Sugar Drop provide efficient ways to user than the manual ways. Sugar Drop is designed for the efficient use and make a good quality of product. This product have a candy container which is to store the candy. This is important because to prevent the mixed of the candy of the another brand. It also has a push button to push the candy out from the machine. The string also is acquired. The body of Sugar Drop is made up of steel which is can use in longer time. The coin insertion also is acquired as a function to insert money based on the quantity of the candy.

### 1.2. The target market and projections

Fantasy company target market is supermarket industry, loaded people especially children. These group of people especially children is the most targeted because commonly the children like to buy a candy with a lot of quantity. This product is needed because to solve the problem which is time consuming for the customer especially children is higher. Then, this machine also can prevent the candy from stolen. In addition, Sugar Drop can prevent the miscalculate using manual ways. Sugar Drop is an innovation of candy machine that has several functions and features added on to the product. For the supermarket industry they want a product that increase their business income while manage to satisfy the customer need. These group classified based on market segmentation which is demographic, geographic and psychographic.

The customers are targeted in area Kuala Terengganu. The demographic of the customers is presented by showing their related characteristic for each customers group. The shows of identify their needs and their social group refer to psychographic the personality and of the social class of the customers. They will be able to get product through wholesale, manufacturer's representative or direct from our store at Kuala Terengganu.

### 1.3. The competitive advantages

The competitive advantages is a condition or circumstances that puts a company to be selected by a customers or as a superior business position. In order to attract the customers, the product must meet the customer needs and wants. Fantasy company make an innovation which is produced the Sugar Drop machine that efficient for the customer. Candy container which is to store the candy to prevent the mixing of the candy from the another brand. It also has a push button to push the candy out from the machine. The string also is acquired. The body of Sugar Drop is made up of steel which is can use in longer time. The coin insertion also is acquired as a function to insert money based on the quantity of the candy.

### 1.4. The profitability

Sugar drop manage to achieve profit based on the analysis that have been done. The company had set some strategy in order to get the profit for a certain period. The company set the price of the product after analyze and compute the cost of developing the product. The company need to study and make decision on how much that need to be gain in order to ensure the sales able to achieve some profit. This is to make sure the business of the company able to survive and prevent losses.

Based on features, the potential growth of the market also need to be considered. The company has to set up strategy to ensure the possible market growth. It also has considered of the market size. This also included the target group of the customers of

the product. The company need to compute the target number of the customers in target area for the first three years to observe the earned sales and profit.

1.5. The management team

Fantasy company is a partnership business. According to the qualification and shares of the company, the roles have been decided for each member. The members are consist of four people that also can be considered as the shareholders. The roles are general manager, administration manager, marketing manager and financial manager.

The share of ownership for the members of Fantasy company is 25% for general manager, 15% for administration manager, marketing manager, and financial manager. The difference responsibilities have been assigned for each members. The management team is shown below in table. The company organization chart is prepared in figure 1.1 below.